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LATAM

CHALLENGES IN LATIN AMERICA IN 2025

SPECIAL COVERAGE

ADVERTISING WEEK LATAM



CARLOS CASTRO

MARKETING DIRECTOR AT ANDERSON'S GROUP

grupothepublic.com

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Director

Nayla Lopez

General Editor

Stephanie Rodriguez

erodriguez@grupothepublic.com

Editors

Pilar Astupiña

pastupina@grupothepublic.com

Esperanza Aguilera

eaguilera@grupothepublic.com

Art direction

Andrea Garcia

agarcia@grupothepublic.com

Development and Technology

Pierre Santos

jsantos@grupothepublic.com

EDITORIAL

December is a month to reflect on the generosity, empathy and human connection that the holidays bring, but also an ideal time to review the progress that has been made throughout the year. In the case of Latin America, the region has shown it has the potential to be a key player in the era of digital and creative transformation.

For this last edition of the year, we are joined on the cover by Carlos Castro, marketing director at Grupo Anderson's. Based on his experience, the executive talks to us about the strategies that have led this Mexican company to stand out for 60 years in the gastronomy industry.

The recent Advertising Week LATAM 2024 made it clear that the advertising industry in Latin America is undergoing a transformation. Industry leaders agreed that creativity will be the driving force of innovation, driven by emerging technologies, personalized content and strategies that transcend the traditional boundaries of advertising.

One of the technological innovations of this year is the advancement of biometrics for building security. From facial recognition to fingerprint identification, these tools not only promise greater efficiency, but also better protection.

With strategic vision and cooperation, the region can take advantage of emerging trends and build a more prosperous and sustainable future. Innovating, creating and transforming are not just options; they are imperatives for moving forward. Let us not see this season as the end of a cycle, but rather as the beginning of new opportunities.

Happy new year!

Estefani R.

GENERAL EDITOR



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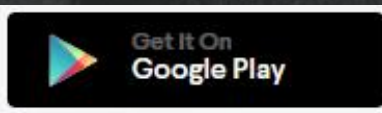
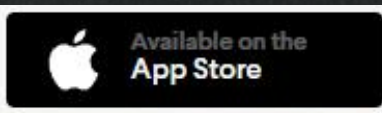
RADIO THE PUBLIC

INSPIRATION OF THE GREATS

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At Radio The Public, we believe in the power of music as a force that transcends generations, connecting the past and present, and inspiring the best in those who listen to it. We want to be the bridge between the great anthems of classic rock and the new voices of contemporary rock, creating a sound experience that celebrates the essence of rebellion, creativity and passion.

ZENO



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MEXICO COULD BECOME A BENCHMARK FOR EDUCATIONAL ROBOTICS

The global robot market is projected to reach \$74 billion by 2026.

Written by: Estefani Rodriguez

The integration of robotics into classrooms is ushering in a new era in learning, offering innovative tools to enhance student understanding, creativity, and engagement. From math-teaching robots to personalized learning platforms, this industry is revolutionizing how and what we learn.

The global robotics market is experiencing accelerated growth. In 2020, it was worth \$27 billion, and is projected to reach \$74 billion by 2026. Within this panorama, educational robots stand out as key tools for technological learning.



In the case of Mexico, QSM Semiconductores has identified the country as fertile ground for this type of solutions. According to Alejandro Franco Rodríguez, general manager of the company, "the number of young people in Mexico far exceeds that of other countries, which combined with the growing need for educational assistance, makes the country a very attractive market for this sector."

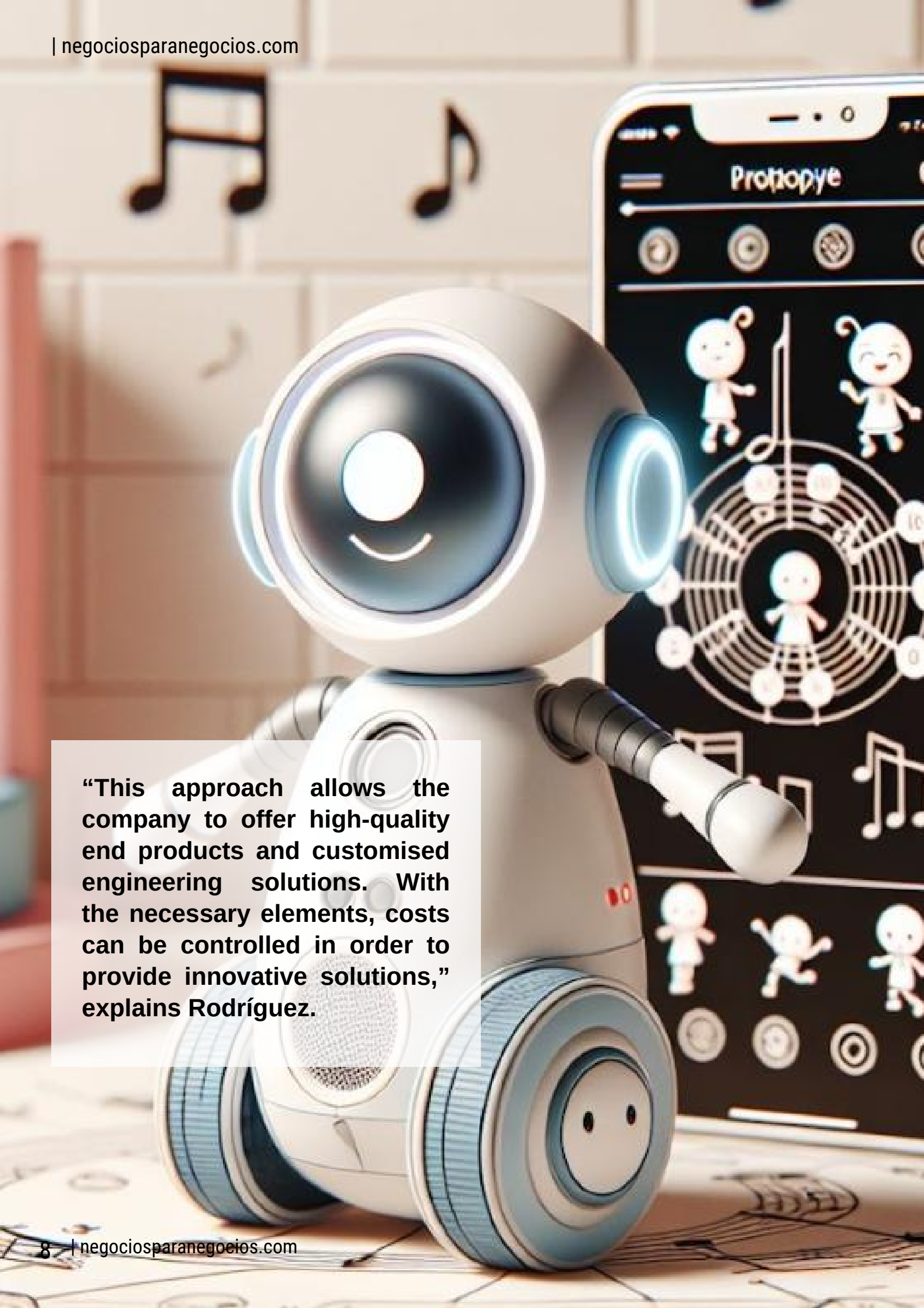
In 2023, the global toy robot segment generated revenues of \$7 billion, a figure that, according to research, could triple by 2030. Part of this growth will be driven by the need for tools that combine education and technology.

It is worth noting that one of the greatest promises of robotics in education is its ability to personalize learning. As an example, one of QSM's products is an educational robot that integrates three control modes: manual, automatic and artificial intelligence.



Controlled via a mobile app, the device allows users to intuitively manipulate it, program complex movements and interact with a virtual assistant that answers questions, tells jokes and offers homework support.

In manual mode, the robot can be controlled in real time, with customized movements and settings such as changing the color of its LED strip. In automatic mode, dance routines and movement sequences similar to block programming on platforms such as Scratch can be created. Meanwhile, the artificial intelligence module turns the robot into a multifunctional assistant, ideal for enriching learning experiences and fostering technological skills in students.



“This approach allows the company to offer high-quality end products and customised engineering solutions. With the necessary elements, costs can be controlled in order to provide innovative solutions,” explains Rodríguez.

ROBOT

In the short term, robots will not only serve as learning tools, but will also be allies in creating more inclusive and equitable educational environments. With the continued advancement of technology, the potential of robotics to transform education seems endless.

These devices represent an alternative to the dependence on robots imported from countries such as China and Taiwan.





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ECONOMIC CHALLENGES FACING LATIN AMERICA IN 2025

Written by: Esperanza Aguilera



Projections indicate a growth of 2.5%, in addition to structural problems and global tensions that complicate the regional outlook.

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lthough projections for 2025 indicate moderate growth in Latin America, with an average close to 2.5% according to estimates by the International Monetary Fund

(IMF), the region faces significant challenges. Structural problems such as high inflation and limited progress in technological innovation threaten to slow its economic development. In addition, factors such as the slowdown in international trade and geopolitical tensions increase uncertainty.

Economic growth in the region will continue to be uneven in the coming years. According to IMF data, Brazil (with an estimated growth of 3.0% in 2024) and Chile stand out as resilient economies due to their advanced manufacturing and high-tech agriculture sectors. However, countries such as Argentina face severe economic crises, including 193% inflation that could worsen in 2025.

In this regard, Fernando de Mateo Venturini, co-coordinator of the Diploma on International Trade Negotiations at El Colegio de México, points out that one of the key factors for the region will be the performance of the Chinese economy. Countries such as Brazil, Mexico and Costa Rica will be able to benefit from the increase in demand for raw materials and technological manufactures from this country.

He also points out that one of the biggest challenges for the region is the growing public debt, aggravated by the impact of the pandemic. According to the IMF, many countries have reached debt levels that could compromise their fiscal sustainability.

The economist mentions that **"the region must strengthen its fiscal frameworks and prioritize budgetary discipline to avoid a further deterioration of public finances."**

International trade is another key axis for Latin America's outlook. According to Mateo Venturini, **"international trade, which showed a contraction of 1% in 2023, could slowly recover, but growth will be limited due to high interest rates and trade tensions."**



Fernando de Mateo Venturini, co-coordinator of the Diploma on International Trade Negotiations at El Colegio de México

In Mexico's case, it faces a mixed outlook. Growth prospects are limited, with IMF projections ranging between 1.3% and 1.5% for next year. These figures reflect structural limitations and dependence on foreign trade.

While the economist shares that the country ranks 11th worldwide in exports and has developed an advanced infrastructure that distinguishes it in the region, he also highlights that it faces internal challenges. **“Mexico has significant strengths, such as its industrial infrastructure and its strategic position within the USMCA (Treaty between Mexico, the United States and Canada), but it also faces problems such as low labor productivity and a very large informal sector,”** he highlights.

At the political level, trade relations with the United States will also be crucial. The possible imposition of tariffs by the US government, in an attempt to control migration, could seriously affect Mexico and other trading partners. De Mateo Venturini warns: **“If these tariffs are implemented, the country most affected will undoubtedly be Mexico, given its level of dependence on the US market.”**

Latin America's economic future will depend on its ability to implement deep reforms that address its structural problems and enhance its strengths. The performance of key sectors such as manufacturing and exports, as well as the evolution of international markets, are expected to determine the direction of its growth.



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TRENDS IN BIOMETRIC TECHNOLOGY FOR BUILDING SECURITY

Written by: Estefani Rodriguez

The global digital authentication market could reach \$8.8 billion by 2026.

In order to ensure security in buildings, whether corporate, residential or government, biometric technology is consolidating as a key tool. Its ability to offer fast and secure access has made its adoption grow exponentially, giving rise to new trends in this area.

According to market research agency ResearchAndMarkets, the global biometric authentication market is estimated to reach around \$8.8 billion by 2026, with a compound annual growth of 16.3%.



Miguel Arrañaga, regional sales director for Bajío at Hikvision Mexico

“Exciting advances in biometric access control are transforming the security landscape. As technology evolves, these trends become increasingly convenient and secure,” said Miguel Arrañaga, regional sales director for Bajío at Hikvision Mexico.

Solutions such as iris and palm recognition have been refined, offering superior security over traditional methods. Iris recognition uses unique features of the human eye that are impossible to replicate. Palm recognition, meanwhile, analyses vein patterns under the skin, which is even harder to fake.

Modular designs are also gaining popularity due to their adaptability and cost-effectiveness. These systems allow modules such as facial recognition, QR code readers or fingerprint scanners to be added or removed based on each client’s specific needs. This approach not only improves functionality but ensures scalability for future upgrades.

Convergence of building systems is another key trend. According to **Meticulous Research**, the market for integrated access control systems will grow at an annual rate of 10.1% between 2024 and 2031. In residential buildings, combining access controls with video intercoms creates more seamless experiences; while in offices, integration with systems such as elevators and advertising screens optimizes operations and generates useful data.



“Integrated solutions combine access control with in-house or third-party building management systems, which encompass video security, elevator control, intelligent automation and more. They also facilitate integrated building management on a unified platform so that subsystems are interconnected and managed cohesively, improving both efficiency and security,” explains Arrañaga.



The last important piece is cloud-based solutions. This modality offers flexibility, scalability and the possibility of managing systems remotely, adapting to the specific needs of different companies.

Biometrics is redefining access control in buildings, making spaces more secure, efficient and personalized. With the constant evolution of technology and the emphasis on data protection, this industry will continue to grow and offer innovative solutions.

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BIOCHAR: AN ALLY FOR SOIL FERTILITY AND DROUGHT

This product obtained from biomass optimizes agricultural production, also mitigating greenhouse gas emissions.



Written by: Esperanza Aguilera

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griculture faces increasingly complex challenges that threaten food security and the sustainability of ecosystems. Erosion, nutrient loss and pollution are just some of the

difficulties farmers must deal with.. Faced with this situation, biochar is positioned as an effective solution to improve soil quality.

This porous, coal-like material is obtained by heating organic waste in the absence of oxygen through a process known as pyrolysis. The method allows agricultural waste such as nutshells or crop residues to be transformed into a product with unique properties for the soil. By subjecting these materials to controlled temperatures, the carbon present is chemically stabilized, forming a porous structure.



Andrés Chapa, CEO of Tierra Prieta

"By burying this material, a kind of microscopic dam is created that prevents water and nutrients from escaping into deeper layers of the soil. This benefits crops, especially in drought-prone regions, by reducing the need for constant irrigation and improving soil resilience due to its porosity," explains Andrés Chapa, CEO of Tierra Prieta.

He adds that **"when farmers apply biochar, they can reduce their use of fertilizers by up to 40% and, at the same time, improve the soil's capacity to retain water, saving up to 25%, a vital resource in countries where water availability is limited."**

The impact of biochar is not limited to soil improvement. It also plays a crucial role in mitigating climate change. Being a stable form of carbon, biochar can remain in the soil for hundreds or even thousands of years.

In many traditional agricultural practices, crop residues are often burned or left to decompose in the open air, releasing large amounts of carbon dioxide and other harmful gases into the atmosphere. "Biochar allows agricultural residues to be used responsibly, storing carbon in the soil and preventing its release into the atmosphere, which generates a positive impact on both the environment and agricultural productivity," says Chapa.

Despite its benefits, the adoption of biochar faces obstacles in countries like Mexico. **"In the country we have tried to approach small farmers, but the cost of water does not enter into their economic equation,"** says the CEO. **"However, in markets like the United States, where water has a tangible value, acceptance has been much greater,"** he adds.

To overcome this barrier, initiatives such as the Latin American Biochar Institute have been promoted, which seeks to educate farmers and promote the use of sustainable technologies in the region.

The use of biochar dates back to ancient practices. However, today its potential extends beyond soil regeneration. It is a key piece in the fight against climate change and a tangible solution to build a more resilient and efficient agricultural system, adapted to the challenges of the 21st century.



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ANDERSON'S GROUP: 6 DECADES OF FLAVOR AND INNOVATION

Their marketing strategies and commitment to excellence are the secret to their success, which is not limited solely to the quality of their food.

Written by: Estefani Rodriguez



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exican gastronomy is a cultural emblem that combines tradition, creativity and innovation.

In fact, in 2010, it was declared as Intangible Cultural Heritage of Humanity by UNESCO, which not only attracts tourists to the country, but also inspires chefs and entrepreneurs to fuse culinary heritage with contemporary trends.

Anderson's Group, founded in 1963 by Carlos Anderson, has been able to take advantage of this industry and catapult itself for six decades as a benchmark in gastronomy in its respective categories. Iconic brands such as Señor Frog's, Porfirio's, Harry's, Ilios and Carlos'n Charlie's are part of the portfolio of this restaurant consortium.



It all started as an ambitious project: to transform the way Mexicans enjoy food. Today it has more than 50 establishments, 15 brands and has a prominent presence in destinations such as Cancun, Playa del Carmen, Mexico City and other key tourist spots. In addition, over the past 8 years, it has won multiple international awards.

“This year we had a very big award ceremony in Bogotá, which are the Latam Digital by Interlat awards, where they recognize the best marketing campaigns and we took home seven awards. Then there is the World Best of the Best Awards, where we won in the category of 'Best Marketing and Advertising Company', whose ceremony is still on December 11 in Dubai,” says Carlos Castro, marketing director at Grupo Anderson’s.

One of the things that makes this company stand out the most is that it not only offers good food, but also offers experiences. Its restaurants are characterized by their festive atmosphere, personalized attention and a focus on hospitality that turns a simple dinner into an unforgettable event.



“We avoid our brands looking like each other. Because we don’t have clients, we just have guests, so that the guest can see that each one has a value or a differentiator separate from the others. For example, at Ilios we smash plates every night in the Greek style, which is unique to that brand,” explains Castro.

Beyond the kitchen, the group is also constantly adapting to market trends and innovations. **“We launched a menu with augmented reality that you can scan with a QR code and see the dishes before ordering, with the exact proportion and everything. I am convinced that new technologies are the future, and whoever doesn’t get on the bandwagon will be left behind,”** concludes the executive.

With growth plans both nationally and internationally, Grupo Anderson’s is positioned as a business example within the gastronomic sector. Its success lies not only in offering quality food, but in transforming each visit into a unique and memorable experience, backed by innovative marketing strategies and a deep commitment to excellence.



Awards

#LATAMDIGITAL

2024

Anderson's Group

- Best marketing and conversion campaign
- Best Engagement Campaign
- Best Augmented Reality Use Case
- Best project in digital education and training
- Best marketing automation campaign
- Best project for business transformation
- Best digital loyalty strategy





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SMART MIRRORS: THE NEW FACE OF INTERACTIVE ADVERTISING

Gyms have been the preferred venue for this type of advertising and promise an average of 2,000 daily impacts per installed mirror.

Written by: Estefani Rodriguez



Today's consumers often perceive traditional advertising as interruptive and invasive. But with the advancement of technology, the advertising industry is breaking the mold and among the most notable innovations is the use of smart mirrors, devices that seek to capture attention in a creative and personalized way.

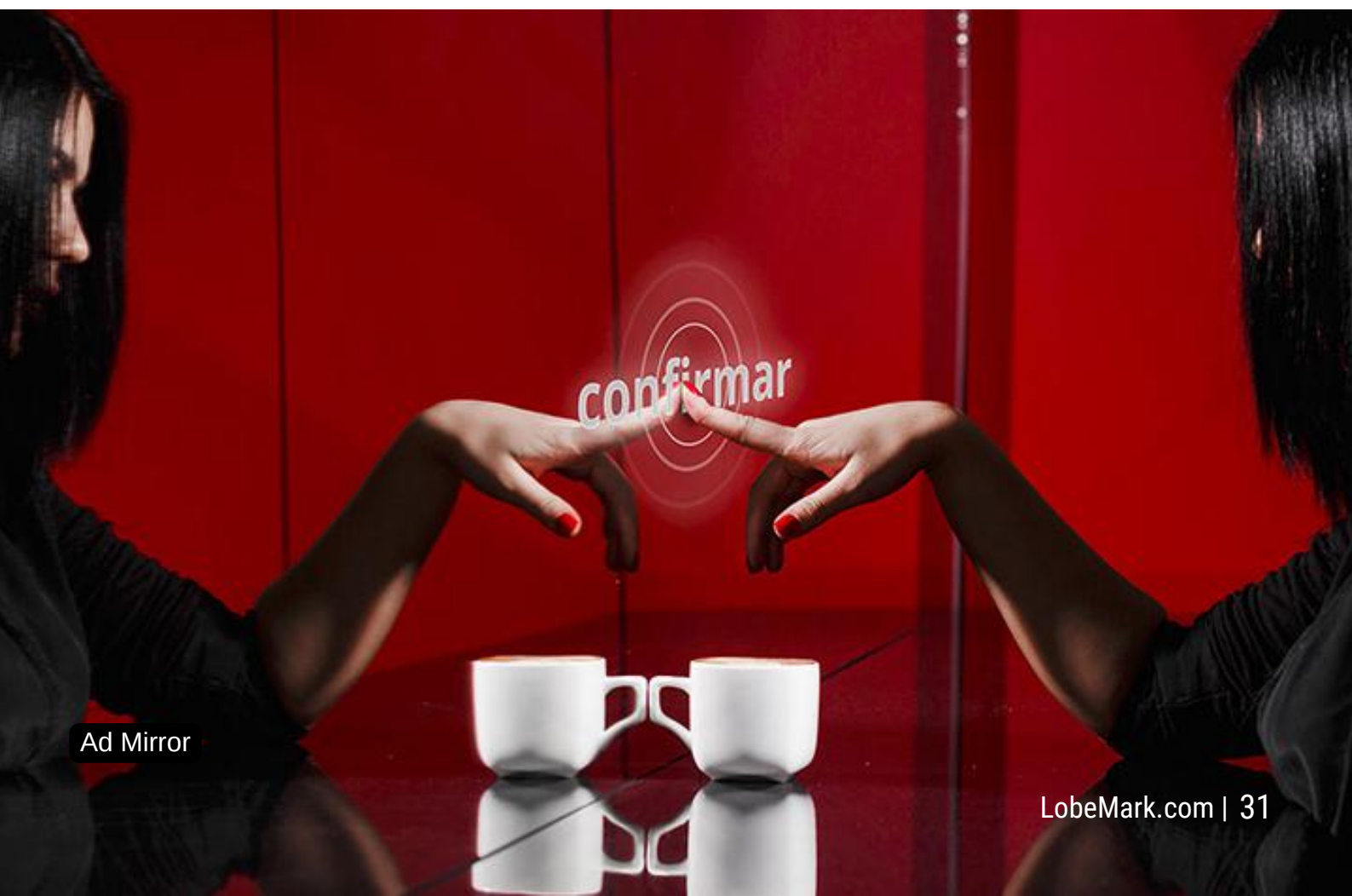
“Advertising is already quite intrusive and does not provide any element that benefits the user, which is why many posters go unnoticed because they start to become a nuisance. The idea is to develop new media,” says Oscar Sanroman, CEO and co-founder of AD MIRROR.

Smart mirrors integrate a reflective surface with digital technology such as touch screens, motion sensors and internet connectivity. Popular in environments such as gyms, locker rooms and beauty salons, these systems have begun to gain ground in the world of marketing and advertising due to their ability to offer interactive and relevant content.

A study by AD MIRROR reveals that 7 out of 10 people who use smart mirrors find them fascinating, while only 1 out of 10 remains indifferent. In addition, 9 out of 10 users accept these devices as a natural part of the environment in gyms.

“People don’t see it as intrusive advertising because it is an element that they use, that is, it is not just a screen that has no other use than to impact advertising, but the user uses this tool within the gym,” says Sanroman.

It is important to note that the advanced technology of these mirrors allows multimedia content to be uploaded and programmed remotely, a capability that surpasses traditional billboards. In addition, it offers detailed metrics on the number of people who saw an ad, the duration of exposure and audience data such as gender, age range and mood.



“Over time, we developed more advanced things, such as software that allows us to control everything remotely and know the impacts. Therefore, we know that the conversion rate of people passing by the mirror and people looking at the ad is 42%. This information, updated in real time, is shared with clients, reaching an estimated 2,000 daily impacts per mirror installed in their partner network,” the CEO shares.

As consumers demand more personalized experiences, smart mirrors are positioned as an innovative and engaging channel to capture their attention. With the right balance between creativity, technology and ethics, these devices could redefine the concept of interactive advertising.



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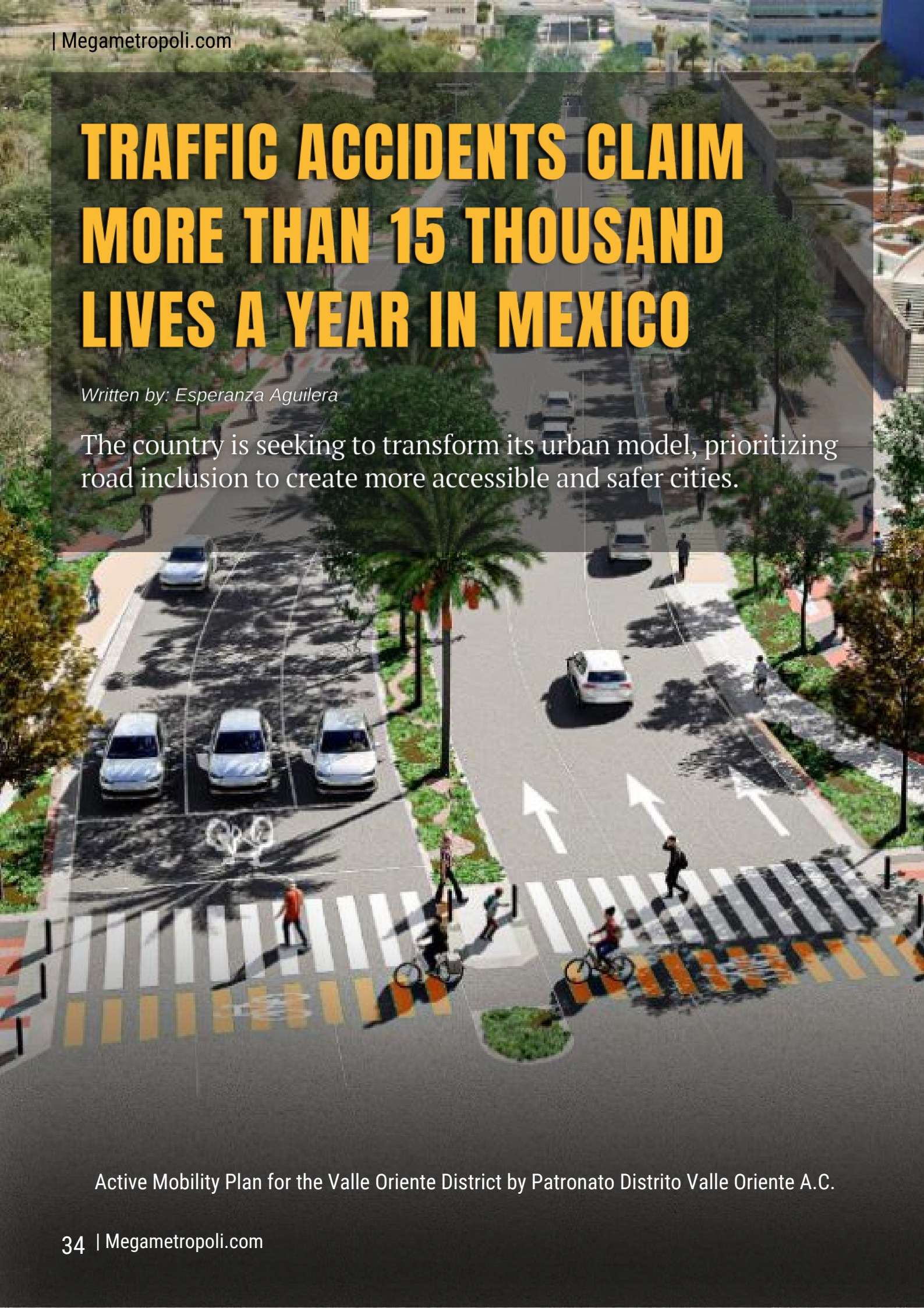
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TRAFFIC ACCIDENTS CLAIM MORE THAN 15 THOUSAND LIVES A YEAR IN MEXICO

Written by: Esperanza Aguilera

The country is seeking to transform its urban model, prioritizing road inclusion to create more accessible and safer cities.



Active Mobility Plan for the Valle Oriente District by Patronato Distrito Valle Oriente A.C.

D

espite advances in urban design in Mexico, cities still face major challenges in ensuring infrastructure

inclusive and efficient. Problems such as the lack of adequate spaces for pedestrians and cyclists, the dependence on private cars and the high social and environmental costs make it clear that urban planning needs to be transformed.

Urbanization has historically prioritized vehicle use over other modes of transportation. Cities are designed for cars, leaving millions of people behind. However, this strategy has backfired: traffic problems are becoming more severe, increasing pollution, and road accidents remain one of the leading causes of death.

“We are facing decades of a vision that prioritized streets exclusively for car traffic. But this is gradually changing, and there is increasing awareness about the importance of transforming streets into integral spaces,”



Bernardo Baranda, director for Latin America of ITDP (Institute for Transport and Development Policies)

comments Bernardo Baranda, director for Latin America of ITDP (Institute for Transportation and Development Policies).

Each person loses between 76 and 219 hours a year stuck in traffic, which is equivalent to a social cost of 1.2% of the national GDP, according to data from the ITDP. On the other hand, the National Council for the Prevention of Accidents (CONAPRA) reports that traffic accidents claim an average of 15,900 lives a year, becoming the second cause of death among young people aged 15 to 29.

“One of the main challenges in urbanizing streets in Mexico is achieving a balance between accessibility, safety and sustainability, amid rapid urban expansion,” says Alejandro Vares Leal, vice president of infrastructure and government for Cemex in Mexico. He also points out that many areas lack adequate infrastructure for pedestrians and cyclists, as well as green spaces that improve the urban environment.

For this reason, ITDP, in collaboration with Cemex and Autodesk, has created the **“Better Streets for Mexico”** project. This initiative seeks to transform Mexican streets into complete streets, that is, spaces where the mobility of the most vulnerable people is prioritized and safe coexistence between different road users is encouraged.



Alejandro Vares Leal, Vice President of Infrastructure and Government at Cemex in Mexico

“We must also think of streets as places where people meet. Cities are designed for walking, living together and enjoying spaces like parks. In the past, optimizing vehicle flow was a priority, but now, in light of current problems, we understand that this is not always the best solution. It is more important to think of efficient public transportation systems and an urban design that favors coexistence and well-being,” says Baranda.

This year, in its 2024 edition, **“Better Streets for Mexico”** received 36 projects from 15 states in a competition that encourages local governments and civil organizations to present urban design proposals that promote sustainability, social inclusion and universal accessibility.

Changing the urbanization paradigm in Mexico is to promote a cultural change towards more humane cities,

where people's quality of life improves. Only in this way will it be possible to build an urban environment that responds to current needs and anticipates the challenges of the future.

“We hope that this initiative will drive a transformation that goes beyond infrastructure improvements, promoting a change in the way citizens live and interact with their environment,” concludes Vares Leal.



Complete Lopez Mateos Street by Ahome City Council.

FREEZE-DRYING AS A SOLUTION TO THE GLOBAL FOOD CRISIS

This preservation method could be the key to addressing the growing demand for food and reducing food waste.

Written by: Esperanza Aguilera

A

ccording to the Food and Agriculture Organization of the United Nations,

According to the FAO, nearly 30% of food produced worldwide is lost due to inadequate preservation and distribution methods, while communities in crisis face difficulties in accessing basic foodstuffs. However, freeze-drying, an advanced preservation process, is gaining prominence as a viable solution to meet the food challenges of the future.

This process consists of freezing food and then reducing the pressure to eliminate the water through sublimation, that is, transforming the ice directly into vapor without passing through the liquid state.



Alfredo de Vanna, CEO of Krispy Freeze

Unlike other preservation methods, such as canning or traditional drying, freeze-drying maintains almost 97% of the original nutrients and preserves food for longer. “There are several preservation methods, but this one has significant advantages. A freeze-dried food can be stored for up to 25 years without the need for preservatives if the right conditions are met,” explains Alfredo De Vanna, CEO of **Krispy Freeze**.

Furthermore, one of the main benefits of this method is its ability to guarantee high-quality food under extreme conditions. While it has been widely used in the aerospace industry and scientific expeditions, De Vanna highlights its potential application in emergency situations, such as natural disasters or humanitarian crises.



“A freeze-dried food can reduce its weight by up to 90% and does not need refrigeration. In terms of sustainability, we can highlight that bringing this type of food to remote or crisis-affected communities has a considerably smaller carbon footprint. In natural disasters, bringing a box of freeze-dried food could be equivalent to having ten times more food compared to other preservation methods,” says the CEO.

However, this procedure is not without its challenges. The infrastructure required to carry out the process is expensive and requires specialized, high-tech equipment. Energy consumption is also high, raising questions about its sustainability in countries with limited resources or problems with access to energy.

“The costs are high, but it is also important to consider that the health benefits are greater, because you have foods without preservatives and that maintain nutrients better,” he says.



He added that, although one of the major problems is energy consumption, it is a matter of moving forward and finding a way to make it more sustainable: “In Panama we have plenty of sunshine. We want our plants to be sustainable and environmentally friendly through renewable energy.”

Freeze-drying is a promising alternative for the future and a strategic tool to address current problems. If technological and economic barriers are overcome, this method could be key to building a more resilient and sustainable food system in the coming decades.



Freeze-drying

Freezing

Traditional dehydration

Canned preservation

Storage duration



Between **15 to 25 years** with hermetically sealed container.

From **6 to 12 months** depending on the type of food.

6 months to 2 years, if stored properly.

Between 1 and 5 years, depending on packaging and storage conditions.

Nutritional retention



It **preserves up to 97% of vitamins** and antioxidants.

It **loses** between 10 and **20% of cold-sensitive vitamins**, such as C and B.

Loses 30 to 50% of nutrients due to heat.

20-50% reduction in heat-sensitive **vitamins**, such as C.

Final weight



Reduces your weight by up to 90%. It is ideal for storage and transportation.

It **retains the initial weight**, takes up more space and is heavier.

Weight reduced by 50 to 70%, depending on the initial water content.

Heavy weight due to metal container and liquid content.

Applications



Ideal for **fruits, vegetables, dairy, meat and prepared dishes**.

Recommended for **meat, fish and liquid** or heat-sensitive products.

Mainly used for **fruits, vegetables and herbs**.

Staple foods, complete meals and sauces.

Information compiled based on studies by Penn State University and reports from the Food and Agriculture Organization of the United Nations (FAO).

HISTORY AND SPIRITUALITY AT THE MONASTERY OF SANTA CATALINA

This place transports visitors through the centuries, with an atmosphere of peace that contrasts with the bustling modern life of Arequipa.

SILENCIO

Written by: Estefani Rodriguez

T

he Monastery of [Santa Catalina](#) is a place where time seems to have stood still. Founded in 1579 and located in the city of Arequipa, this architectural complex of more than 20,000 square meters is one of the biggest tourist attractions in Peru and one of the best preserved religious relics in South America.



Its history is closely linked to the colonial families of the city of Arequipa. It was founded by the widow María de Guzmán, who decided to dedicate her life to religion and establish a place of spiritual retreat for young women of high society.

Initially, the monastery allowed the nuns a comfortable life, with servants and a luxurious atmosphere. However, in the 19th century, under the influence of Archbishop José Sebastián de Goyeneche, life at Santa Catalina changed radically. A regime of poverty and silence was imposed, more in keeping with the rules of monastic life, and many of the comforts were eliminated.



The monastery is truly a city within a city. Its inner streets, with names like Calle Sevilla and Calle Córdoba, reflect the Spanish influence and are filled with colorful red, blue and white walls. Upon entering, visitors are greeted by the Patio del Silencio, a space that invites reflection and symbolizes the spiritual purpose of the nuns who inhabited the place.

One of the most impressive points of the tour is the Cloister of the Novices, an area intended for young aspirants who were preparing to enter religious life. The walls, decorated with frescoes and murals of the period, show the initiation process of the nuns, who went through a rigorous period of spiritual formation.






The architecture of this site has Moorish influences in the arches and in the layout of the courtyards and cloisters. The colorful walls, combined with the volcanic "sillar" stone characteristic of Arequipa, create a magical atmosphere. Every corner of the monastery has unique details: ancient stone fountains, well-kept gardens and austere cells that speak of the simple life of the nuns.

In addition, inside you can see various pieces of colonial art, including paintings from the Cusco school, which show religious scenes with a very particular aesthetic. These artistic elements complement the architecture, creating a space in which art and devotion merge in perfect harmony.

It should be noted that it was only in 1970 that it opened its doors to the public, allowing visitors to discover the historical wealth of the place. Due to an excellent restoration, after several earthquakes, today it is possible to tour a large part of the site, which preserves its walls, patios and gardens in perfect condition.


Visiting this monastery is much more than a tourist trip; it is an experience that allows you to enter into the spiritual world of women who dedicate their lives to prayer in a space of impressive beauty. For those who visit Arequipa, visiting Santa Catalina is a must-see stop that leaves a deep mark of peace.

THE MAIN CRYPTOCURRENCIES OF 2024

| Name | Icon | Symbol | Description | Market capitalization |
|--------------|------|---|--|-----------------------|
| Bitcoin | BTC |  | The world's first cryptocurrency and the one with the largest market capitalization. | 1 371 658 858 620 USD |
| Ethereum | ETH |  | Second most popular cryptocurrency, it allows for buying and selling transactions. | 419 581 548 453 USD |
| Tether | USDT |  | It is stable because it is backed by fiat currencies like the US dollar. | 104 493 639 187 USDs |
| Binance Coin | BNB |  | It is the official cryptocurrency of the Binance exchange, considered among the ten best valued. | 86 754 301 670 USD |
| Solana | SUN |  | Virtual currency with high transaction speed and low cost. | 86 026 906 609 USD |



THE MAIN CRYPTOCURRENCIES OF 2024

| Name | Icon | Symbol | Description | Market capitalization |
|-----------|----------|---|---|-----------------------|
| Ripple | XRP |  | Open source platform that facilitates fast and inexpensive transactions. | 33 694 628 474 USD |
| USD Coin | USDC |  | Stablecoin backed by the US dollar. | 32 687 788 820 USD |
| Dogecoin | DOGE |  | Memecoin with the highest market capitalization (derived from Bitcoin). | 29 513 611 937 USD |
| Cardano | THERE IS |  | Noted for its focus on safety and sustainability. | 22 078 615 888 USD |
| Avalanche | AVAX |  | It is a highly scalable and fast blockchain platform designed to execute smart contracts. | 19 438 948 736 USD |



ART THAT FLOURISHES AND IS INSPIRED BY THE ESSENCE OF NATURE

Artist Lorenzo Durán has discovered a canvas full of possibilities in the leaves of trees.

Written by: Esperanza Aguilera



Lorenzo M. Durán, originally from Cáceres, Spain, has built a unique artistic universe in which nature and art intertwine in surprising ways. This self-taught creator found his inspiration in a leaf nibbled by a caterpillar and, since then, his work has flourished with a meticulous technique: leaf cutting.

"From a young age, painting was always in the air in my home," he says, recalling the early influence of his father. However, life first led him to construction, a trade in which he worked until, upon becoming unemployed in 2006, he found art in the beauty of nature.

His transition took him first to painting and illustration and, eventually, to the meticulous work of cutting designs into tree leaves. Watching an insect feed on a leaf, Durán felt the spark that would drive him to redefine his style. **"From looking at it so much, the idea came to my head; I put aside the brushes and began to cut paper first and then leaves,"** he says.

His art is not limited to the visual, however; his creations convey deep human emotions. As he explains, the leaves have **"two sides, one facing the light and the other facing the shadow,"** a symbolism he uses to explore themes such as human joys and fears.



Durán's connection with the environment is deep, and this closeness has given him not only inspiration but a message that he tries to convey through his works. **"I have done some works that sought to raise awareness about nature. Working with natural elements intrinsically carries a message of respect for the environment,"** he says.



His creative process is marked by the serenity of the countryside, where many of his ideas emerge. **"I like to take walks in the countryside, that's where I find the spark,"** he says. For him, walks in the open air are a kind of ritual where he connects with his imagination, which then materializes in his studio through the cutting and design of each piece.



Durán's artistic path is, in his words, a constant learning process. He says that each work transforms him and leads him to new discoveries about himself and the natural world he seeks to represent and protect. **"You are like an apple, you keep ripening until you fall, but you never stop learning,"** he reflects. In addition, the artist explores other natural materials and techniques such as environmental art, integrating elements such as bark and stones into his projects.



His work has already been exhibited in Europe and the United States, where it has been very well received. With a future full of projects, Durán looks to Latin America as a new frontier for his next exhibitions. Of course, his career and artistic sensitivity will continue to inspire those who approach his art.



Main differences between business and entrepreneurship



Enterprise

Established and complex hierarchical structure.

Generate long-term profitability and stability.

Large, with more employees and complex structure.

Less focus on innovation, optimizing what exists.

Focused on productivity and time optimization.

Controlled risk and calculated decisions.

Aspect

Organization

Main objective

Size

Innovation

Leadership

Risk



Entrepreneurship

Simple initial structure, growing with the project.

Position yourself and stand out in the market.

Small, with few resources and staff.

High innovation and differentiation.

Collaborative and creative leadership.

High risk focused on positioning.

Main differences between business and entrepreneurship



Enterprise

Success based on economic profitability.

Fixed and structured schedules.

Strategic plans adapted to established markets.

Based on cost-effective solutions and market research.

Intense dedication, flexible schedules and no rest.

Drive for financial stability and expansion.

Aspect

Vision of success

Working hours

Strategy

Business idea

Time

Main motivation



Entrepreneurship

Success based on satisfaction and goals achieved.

Flexible schedules, great investment of time.

Creative approach and search for new opportunities.

Focus on differentiated and personalized ideas.

Structured agenda and time optimization.

Passion for innovation and making a difference.

KEY ADVERTISING INDUSTRY TRENDS FOR LATIN AMERICA

Advertising Week LATAM 2024 explored the impact of artificial intelligence, generation Z and sustainability on advertising.



ADVERTISING
WEEK **LATAM**



Written by: Esperanza Aguilera

Mexico City hosted Advertising Week LATAM 2024, one of the most important events in the

industry advertising in Latin America. The congress brought together leaders of brands, agencies, media and technology in a space for exchanging ideas and

exploration of trends that will define the future of the creative world.

With more than 100 sessions, the event addressed the different trends that define the advertising industry, such as artificial intelligence (AI), the future of traditional media and the impact of emerging platforms.

“There are many trends that are transforming the advertising industry, but I think that the ones we will see the most in the near future will be the creation of content on different platforms and, obviously, artificial intelligence. This is increasingly being talked about and is becoming a reality,” explains Sebastián Patrón, director of Advertising Week Latam.

Keynote speakers including Alejandro Narro, CEO of DG73, and José Rivera y Piérola, CEO of Circus Grey, discussed how brands can adapt to evolving consumer behavior, especially in an increasingly digital and sustainability-focused environment.

One of the central themes was the role of AI in advertising. Experts pointed out how this technology is transforming advertising creativity with tools that are helping brands personalize messages on a large scale and generate content efficiently.

Social media also played a prominent role on the agenda, especially in relation to Generation Z, which is redefining advertising narratives, seeking authenticity and values aligned with social commitment.



Sebastian Patrón, director of Advertising Week Latam

“One of the most important aspects is social responsibility. We are depleting the planet’s resources while we focus solely on ROI and investments. However, we can all contribute from our position and make a difference. I firmly believe that this is something that the new generations are very aware of and that we should learn from them. It is a trend that is growing strongly and that we can all apply here,” says Alejandro Narro.

Notably, the event introduced its **“Future is Female”** initiative, a recognition of the impact of women in the industry. This award celebrated female leaders who are revolutionizing advertising with innovative and strategic approaches, highlighting the importance of inclusion and diversity in a competitive market.

In addition, Advertising Week LATAM 2024 stood out for its brand activations.

“Very relevant topics have been addressed through presentations by people with outstanding achievements. There are also many opportunities to explore, especially in terms of networking,” comments Marco Muñoz, CEO of Atomikal.

The forum closed with a call to action: innovate without losing sight of the fundamental values of advertising. The convergence of technology, creativity and social commitment will be key to the success of brands in the future. This event left a significant mark, positioning itself as an indispensable forum for those seeking to lead the transformation of the advertising industry in the region.



A photograph of a modern, multi-story building with a grid-like facade of windows and balconies. The image is overlaid with a semi-transparent white rectangle containing the title text. The top portion of the image has a bright yellow-to-white gradient background.

THE BEST BUSINESS SCHOOLS WITH ENTREPRENEURIAL LEADERSHIP

RANKING

BUSINESS SCHOOLS

4

2

1

3

5

STANFORD
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Innovation and entrepreneurship with advances in applied artificial intelligence.

INSEAD

**INSEAD
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Singapore)**

Global leadership with diverse students and multinational orientation.



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Business
School

**Harvard
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School
(EE.UU.)**

Global MBA with case methodology and focus on digital leadership.

IESE
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University of Navarra

**IESE
Business
School
(Spain)**

Business ethics and social responsibility with a renowned Executive MBA.

LONDON BRIDGE
BUSINESS SCHOOL

**London
Business
School (United
Kingdom)**

Academic diversity and global research, ranking in the Top 10 worldwide.

RANKING

BUSINESS SCHOOLS

9

 **Columbia Business School**

Columbia Business School (USA)
Tradition and academic excellence as a benchmark in the Ivy League.

7

 **MIT MANAGEMENT SLOAN SCHOOL**

MIT Sloan School of Management (EE.UU.)
Technology and sustainability, highlighted in digital economy.

6

 **LONDON BRIDGE BUSINESS SCHOOL**

London Business School (United Kingdom)
Academic diversity and global research, ranking in the Top 10 worldwide.

8

 **Wharton**
UNIVERSITY OF PENNSYLVANIA

Wharton School (USA)
Finance and data analytics, ranked in the Top 3 worldwide.

10

 **SDA Bocconi**
School of Management

SDA Bocconi (Italy)
Recognized in Europe for triple accreditation and outstanding executive programs.

CONSCIOUS ADVERTISING IS THE KEY TO CONNECTING

Written by: Esperanza Aguilera

Young people today demand authentic values, so companies must combine empathy and social responsibility.



T

he new generations demand more than just products or services; they seek to connect with values, empathy and social causes.

In this scenario, advertisers and creatives have a key responsibility: to design conscious campaigns that not only promote brands, but also generate a positive impact on society and the environment.

This means working from an ethical and human perspective. Miriam del Real Manzur, creative general director of **Licudora Group**, stresses the importance of transforming empathy into a **“valuable asset.”** **“Creatives have the ability to create relevant connections. We can use that to create a trend,”** she says.

This idea seeks to ensure that brands, in addition to generating memorable experiences, also contribute value to society. Del Real proposes that agencies and companies integrate social responsibility objectives as part of their strategic planning, with specific indicators to measure their positive impact.

The rise of social responsibility among millennials and generation Z is a response to a cultural change. For them, authenticity and commitment are key. As del Real explains, **“brands that ignore this trend run the risk of losing relevance, as consumers now look for purpose, not just functionality.”**





However, ethics should not be limited to the external message of brands. True change begins within organizations. According to the creative director, human leadership that fosters empathy within teams improves the work environment and strengthens the connection with the public. **“People are not numbers. Knowing employees as human beings can transform business results,”** she adds.

An example of this philosophy is reflected in the "Qué perro" campaign, which Licuadora Group is currently working on. This project seeks to combat animal abuse, especially in vulnerable communities. Beyond raising awareness about the situation of stray animals, the initiative seeks to integrate communities into a collective effort to transform their environment.

For del Real, the role of advertisers is not only to promote these ideas, but also to normalize them in industry practices. He emphasizes the importance of fostering empathy and humanism from creative teams to brand leaders. **“It is about putting the topic on the map, making it first a trend and then a habit that permeates all advertising strategies,”** he says.

From this perspective, advertising and marketing have a unique opportunity to lead a change towards total responsibility, which integrates ethics and humanity into every business decision. **“No matter how much progress there is, it is people who move the world,”** concludes the executive.

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SHOPPING MALLS PREPARE FOR A GREENER CHRISTMAS

Written by: Estefani Rodriguez

Trends in sustainable decoration are aimed at minimizing the use of resources and reusing materials.



During the Christmas season, shopping malls are filled with lights, trees and decorations that seek to capture the attention of thousands of visitors.

However, growing concern for the environment has led many of these spaces to rethink their approach to decoration, opting for more sustainable options.

Nowadays, these commercial spaces are using recycled, natural and biodegradable elements. This trend not only contributes to the conservation of the environment, but also generates a positive impact on the image of companies and on the experience of the final consumer.

Artificial PVC trees, for example, are being replaced with recycled or repurposed wood structures. This type of tree can be dismantled and stored for future seasons, reducing waste each year. Additionally, some facilities are opting for natural trees in pots, which can be transplanted once the holiday season is over.



Lighting is also a fundamental aspect of decoration. LED technology, which consumes up to 80% less electricity and has a longer lifespan, has gained popularity in the common areas of shopping centres. In addition, the use of timers is promoted so that the lights turn off at specific times, reducing energy consumption during off-peak hours.

Decorations made from recycled materials, such as paper, cardboard and textiles, are all the rage. Paper garlands, wooden and fabric ornaments, and wreaths made from dried branches and pine cones offer a rustic and cozy aesthetic. Plus, these materials can be recycled or composted, minimizing environmental impact.

In addition, some centres have begun to include interactive stations that show the importance of caring for the environment. These educational areas invite visitors to reflect on sustainable practices and become aware of recycling, energy saving and responsible consumption.

Photo by CartonLab

A case that exemplifies these trends is the initiative of the company Klépierre, in Spain, which last year launched a campaign in its shopping centers to promote sustainability. Focusing on using eco-friendly materials and low-consumption technologies, they were able to reduce energy consumption by an average of 25% in their seven shopping centers throughout the country.

Christmas can be the perfect time to remember that the holidays can also be celebrated in an environmentally friendly way. Opting for eco-friendly decorations is an important step to show that celebration and responsibility can go hand in hand.



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